



WELCOME

***ALEXANDRIA CITY
ACADEMY***

FALL

***2020 SESSION
(Virtual)***



City Academy

Session 1

September 17, 2020

Welcome

Mark B. Jinks
City Manager





Overview of City Government Organization

Mark B. Jinks
City Manager

The People





City's Form of Government

- Council-Manager form of government
- City Council elected to 3-year term; all at-large
 - Mayor
 - Presides over Council meetings
 - Ceremonial head of government
 - May vote but may not make motions or veto
 - Represents City
 - Exercises Leadership
 - Undertakes Initiatives
 - Community Voice
 - Vice Mayor selected by Council at Organizational/First Meeting of Council term



Alexandria City Council



Canek Aguirre
Council Member



Justin M. Wilson
Mayor



Elizabeth Bennett-Parker
Vice Mayor



Mo Seifeldin
Council Member



John T. Chapman
Council Member



Amy Jackson
Council Member



Redella S. "Del" Pepper
Council Member

Roles & Responsibilities

- City Council
 - Policy-making and legislative body for City government
 - Adopts annual budget and sets tax rates
 - Establishes land use policies and zoning; authorizes land acquisition, development and "special uses."
 - Appoints City Manager, City Attorney, and City Clerk
 - Appoints members of Boards and Commissions
 - Authorizes issuance of bonds

Roles & Responsibilities

- Council-Manager Form of Government
 - Derived from Progressive, anti-corruption movements of the early 20th century
 - First established in Staunton, VA in 1908
 - Alexandria City Manager position created in 1922
 - Research has shown that cities with Council-Manager form of government are more prosperous and more efficient
- City Manager
 - Serves at Council's pleasure
 - Non-partisan, non-political
 - Professionally educated, trained, and experienced
 - Operates under ICMA Code of Ethics

Roles & Responsibilities

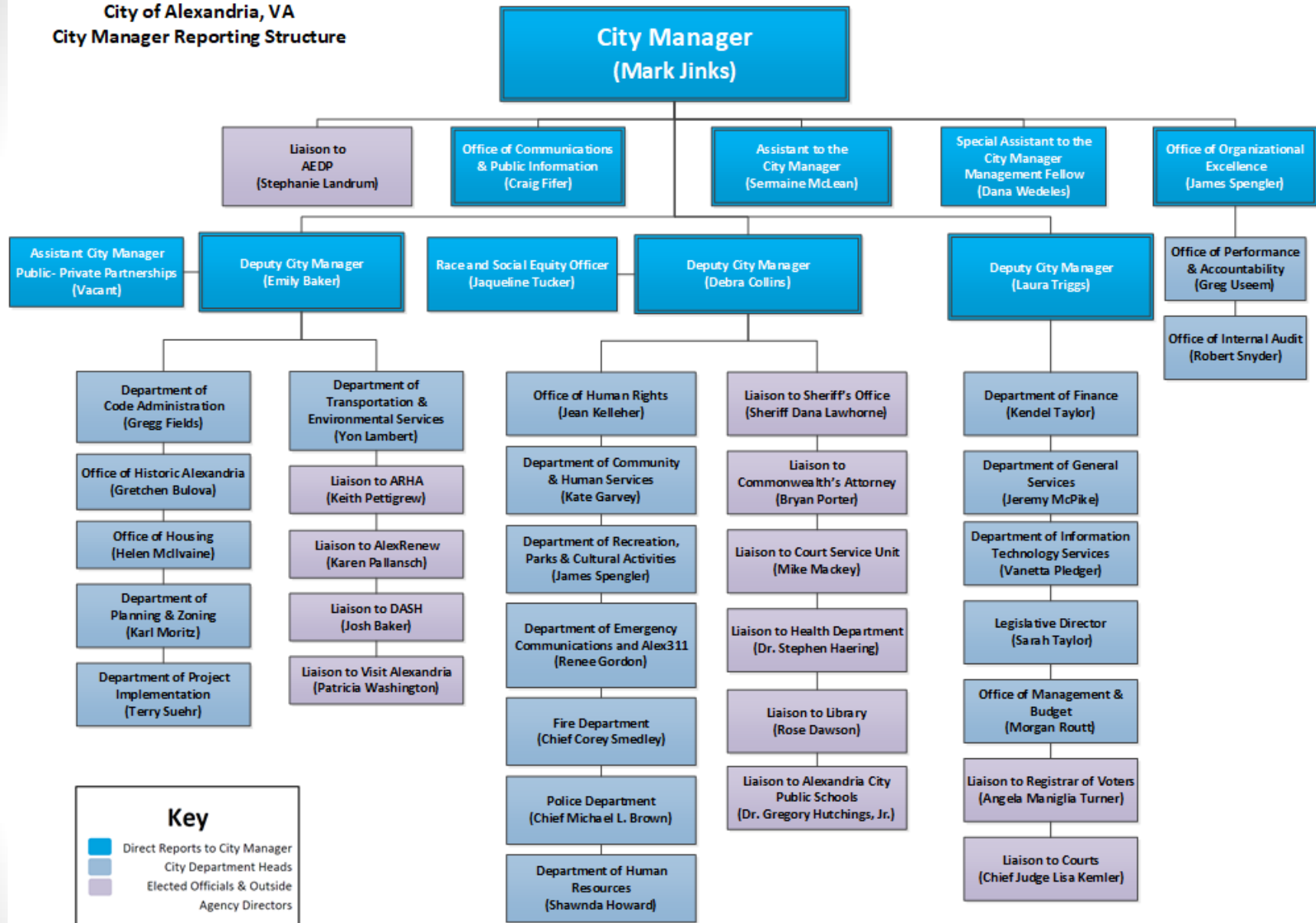
- City Manager
 - Chief Executive Officer (CEO) of the City
 - Responsible for day-to-day operations of City government
 - Appoints department heads and City employees
 - Establishes docket for Council meetings
 - Helps City Council translate vision into actions
 - Proposes policies and makes recommendations to Council
 - Proposes operating budget, tax rates and 10-year capital improvement program
 - Approves Administrative Regulations



City Departments

- 22 City departments and offices report to City Manager
- Sheriff's Office, Commonwealth's Attorney, Clerk of Courts elected
- Approximately 2,500 full-time and about 600 part-time/seasonal employees
- City works closely with other City related agencies
 - Alexandria City Public Schools
 - Alexandria Redevelopment and Housing Authority
 - Alexandria Renew Enterprises
 - Alexandria Economic Development Partnership
 - Visit Alexandria
 - DASH (Alexandria Transit Company)
 - Libraries, Health, Courts, Registrar of Voters

City of Alexandria, VA
City Manager Reporting Structure



Residents / Customers / Clients



**Front Line
Employees**

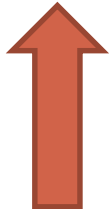
**Supervisors and
Managers**

RESPONSIBLE/ACCOUNTABLE



**Department
Heads**

**City
Manager**



RESPONSIVE/SUPPORTIVE

Mission/Vision/Values

*In City government, our **MISSION** defines what we do for our community, our **VISION** is where we are headed as an organization, and our **VALUES** guide our actions and decisions.*

- **Mission:** Working together to foster a thriving Alexandria.
- **Vision:** A culture that supports each of us and inspires excellence.
- **Values:** Respect, Integrity, Teamwork and Continuous Improvement



Value Principles

- **Respect:** We are open minded and treat all people with dignity.
 - We embrace diversity and welcome individual perspectives, backgrounds and opinions.
 - We listen to each other and exhibit civility.
 - We are trusted to use judgement, take risks and make decisions.
 - We support well-being and life balance.

Value Principles

- **Integrity:** We are thoughtful stewards of the public's trust.
 - We are honest and fair in all interactions.
 - We are strategic and transparent about how we make decisions.
 - We follow through on our commitments.
 - We hold ourselves accountable for decisions and actions.

Value Principles

- **Teamwork:** We do great things together.
 - We collaborate and actively seek different perspectives.
 - We view our community as a partner and respect its input.
 - We share information up, down and sideways.
 - We celebrate and recognize our collective and individual successes.

Value Principles

- **Continuous Improvement:** We challenge ourselves to learn and grow.
 - We encourage innovation and creativity.
 - We support professional and personal growth and development.
 - We question the status quo and constantly seek to improve organizational effectiveness.
 - We invest in people as our most valuable asset.



Questions?

City Manager's Office
301 King St., Suite 3500
Alexandria, VA 22314
703.746.4300

alexandriava.gov/CityManager



Communications & Public Information

City Academy
September 17, 2020



Mission

Our mission is to foster open, accountable and effective government by **developing, coordinating and delivering** meaningful and responsive communications for our community and colleagues.

Responsibilities of the Office of Communications and Public Information

- External Communications
 - alexandriava.gov
 - AlexTV Message Board and Programming
 - Citywide Calendar of Events
 - Emergency Alerts (not 911)
 - eNews
 - *Manager's Report*
 - Media Relations
 - News Releases
 - Social Media, Podcasts, and Webcasts
 - Style Guide and Protocols
- Internal Communications
 - *AlexNet*
 - *AlexNews*
 - Emails to All Employees
 - Notifications to City Council

External Communications

- News Releases
- Media Advisories
- News Conferences
- Mailings
- Channel 70
- AlexandriaVa.Gov
- Alexandria eNews

CITY OF *Alexandria* VIRGINIA

What can we help you find?



ALEX
311

CONNECTING YOU
TO CITY SERVICES



Request Services or Information



@ALEXANDRIAVAGOV

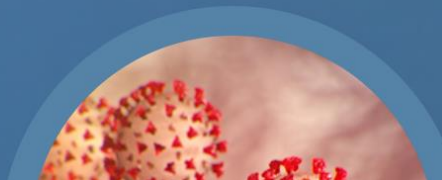
RT @alexlibraryva: Alexandria Library is
committed to keeping both customers



Important Updates Regarding COVID-19 Coronavirus Response

Updated 9:46 p.m. Sun, Mar 15

COVID-19 Information & Updates



COVID-19 Information & Updates


City Encourages Residents to
Complete the 2020 U.S. Census

Spring & Summer Recreation
Program Registration

alexandriava.gov




- 6 Convenient Ways to Connect:

-  Web – alexandriava.gov/Alex311
-  Mobile App – Available in the App Store or Google Play
-  Twitter – @AlexandriaVA311
-  Facebook – @AlexandriaVA311
-  Phone – Dial 311 or 703.746.4311
 - Monday-Friday: 7 a.m. to 7 p.m.; Saturday: 8 a.m. to 12 p.m.
-  In-Person

Alexandria eNews

www.alexandriava.gov/eNews


- Free e-mails, texts, voice calls
- 50,000 subscribers
- 100+ choices of topics
- Emergency alerts



USER LOGIN
email address

password

☐ Remember my email address
[Log in](#) [Lost password?](#)
New User Registration
Latest Alerts
Send Username
Frequently Asked Questions
RSS
Send Password
Learn More
FAQ



Stay informed with eNews!

The City of Alexandria's **eNews** service lets you sign up to receive information on more than **100 topics**, including vital emergency alerts. The messages, ranging from news releases and department newsletters to public meeting dockets and payment deadline reminders, can be sent directly to your e-mail account, PDA, pager, cell phone, or BlackBerry. You can even receive alerts from other national and regional organizations, such as Amber Alerts, airport delays, and Metrorail service disruptions.

There is no cost to sign up for Alexandria eNews, although your wireless provider may charge you to receive e-mail or text messages on your mobile device. If you already use e-mail or text messaging, Alexandria eNews messages will work the same way. Contact your wireless provider if you have any questions about the fees they may charge.

Don't miss out on important news and emergency alerts.
[Sign up for Alexandria eNews today!](#)

The following groups are currently available on Alexandria eNews:

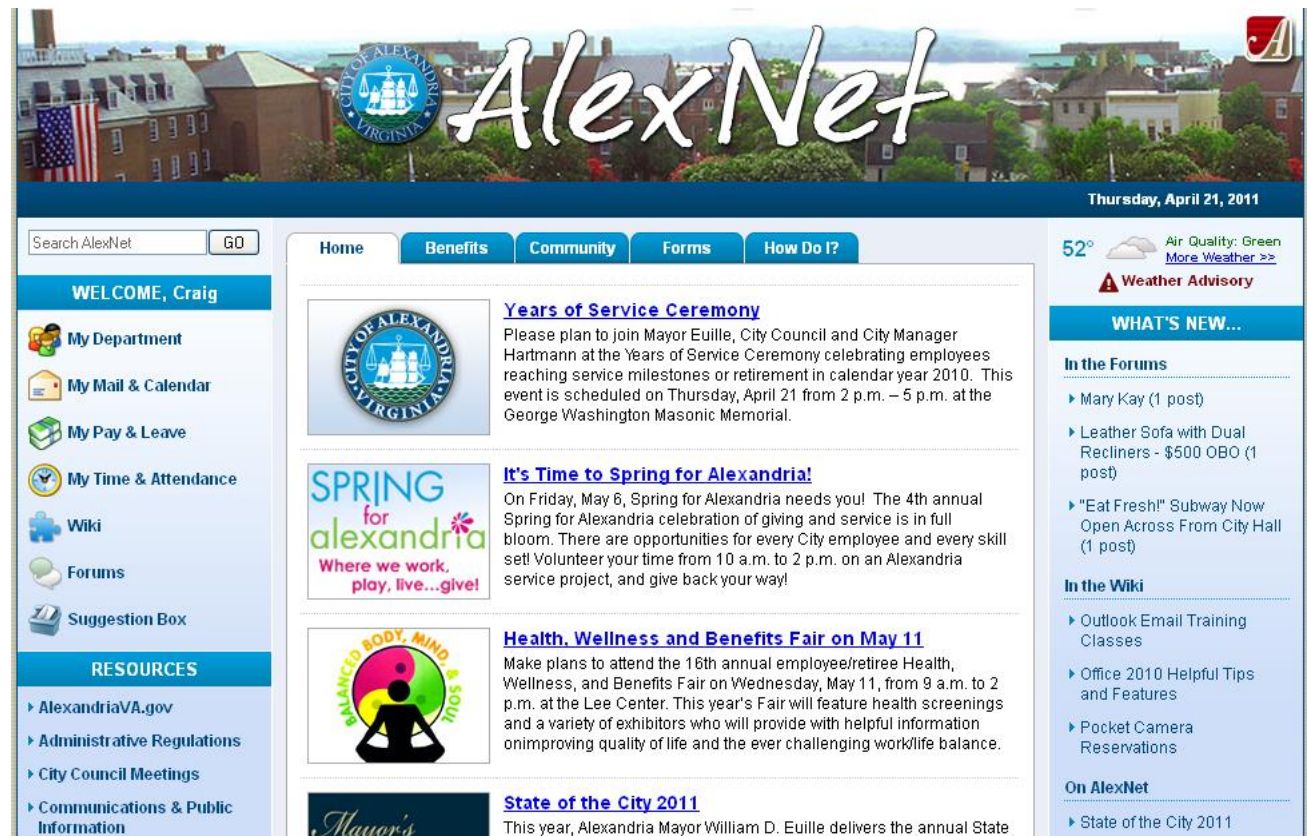
• General Information	• Planning and Zoning
<ul style="list-style-type: none">• Alexandria City Council• Alexandria Library Monthly Calendar• American Recovery and Reinvestment Act (Stimulus)• Animal Watch• Animal Welfare League News• Boards and Commissions Vacancies• Economic Development Updates• Election Information and Sample Ballots• FYI Alexandria• General City News Releases• Government Telephone Number Changes• Job Opportunities• Notices of City Government Meetings	<ul style="list-style-type: none">• Administrative Requests for SUPs• All Community Meetings• All General Information• Arlandria• Beauregard Corridor Plan• Boards of Architectural Review• Board of Zoning Appeals• Braddock Road Metro Area• Carlyle / Eisenhower East• Eisenhower West Planning Study• Historic Districts and Historic Preservation• Hunting Creek• Infill Development• King Street• Landmark / Van Dorn Updates• Mt. Vernon Avenue Updates• Open Space Planning• Planning Commission• Potomac Yard Updates• Route 1 Planning

• **Public Safety**

- Code Enforcement Updates

Internal Communications

- *AlexNet*
- *AlexNews*
- Email to All Employees
- Citywide Calendar
- Employee Hotline



alexandriava.gov/AlexNet

Communicating with the City

- Call or text **911** for immediate police, fire or emergency medical assistance
- Contact **Alex311** for everything else.
- Social Media
 - Facebook: [alexandriava.gov/Facebook](https://www.facebook.com/AlexandriaVAGov)
 - Instagram: [instagram.com/AlexandriaVAGov](https://www.instagram.com/AlexandriaVAGov)
 - LinkedIn: [linkedin.com/company/city-of-alexandria](https://www.linkedin.com/company/city-of-alexandria)
 - Twitter: [@AlexandriaVaGov](https://twitter.com/AlexandriaVaGov)
 - Department and program profiles: alexandriava.gov/SocialMedia
- In Person
 - Nearly 4,000 employees at 75 City facilities and in the field.

Questions?

Office of Communications & Public Information

301 King St., Suite 3230

Alexandria, VA 22314

703.746.3960

alexandriava.gov/Communications

Craig Fifer, Director

703.746.3965

craig.fifer@alexandriava.gov



Brief History of Alexandria

Dan Lee

City Historian, Office of Historic Alexandria

GREETINGS
from



VA.

A Plan of Alexandria ^{now} Belhaven



Potomack River

8 Fathom Water.

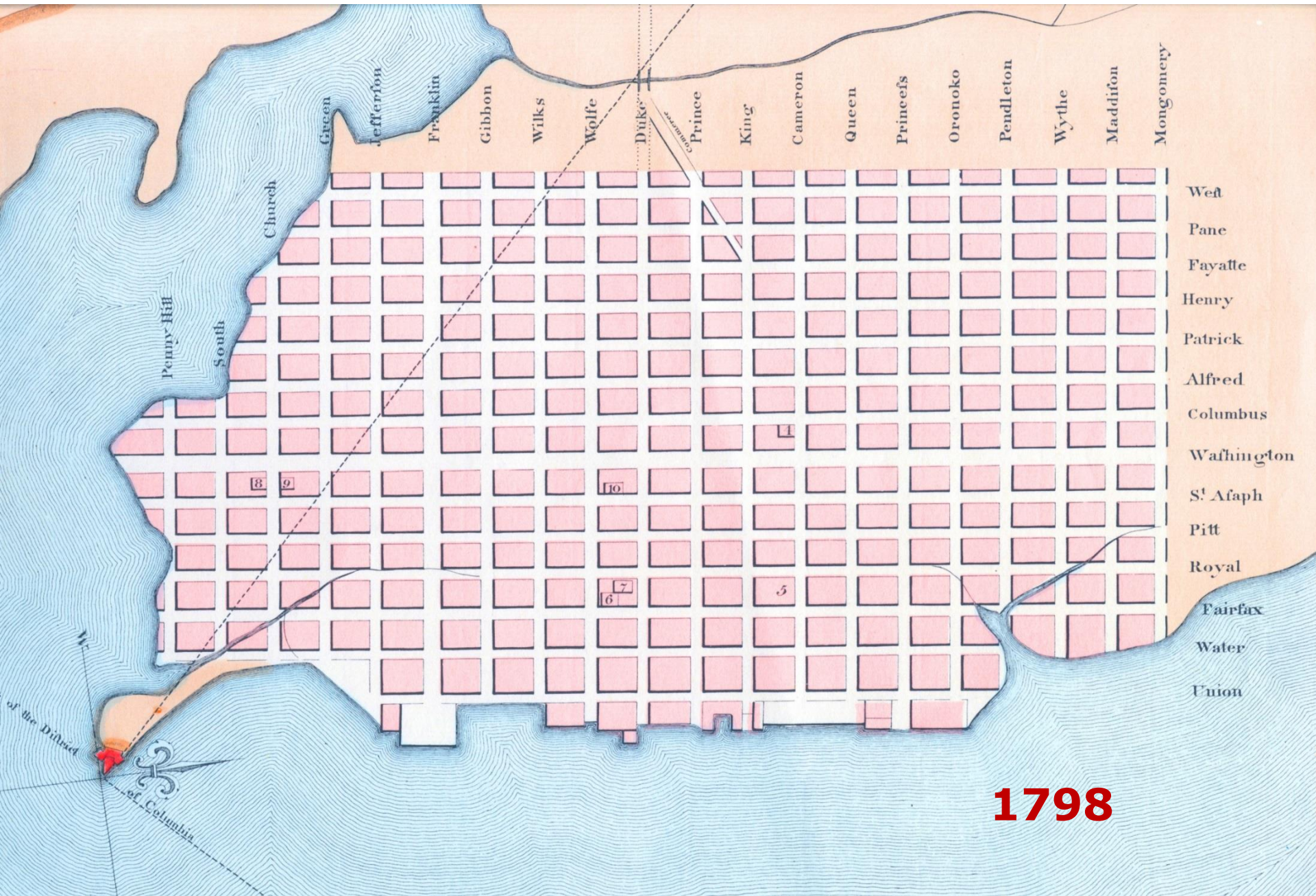
0 Fathom Water

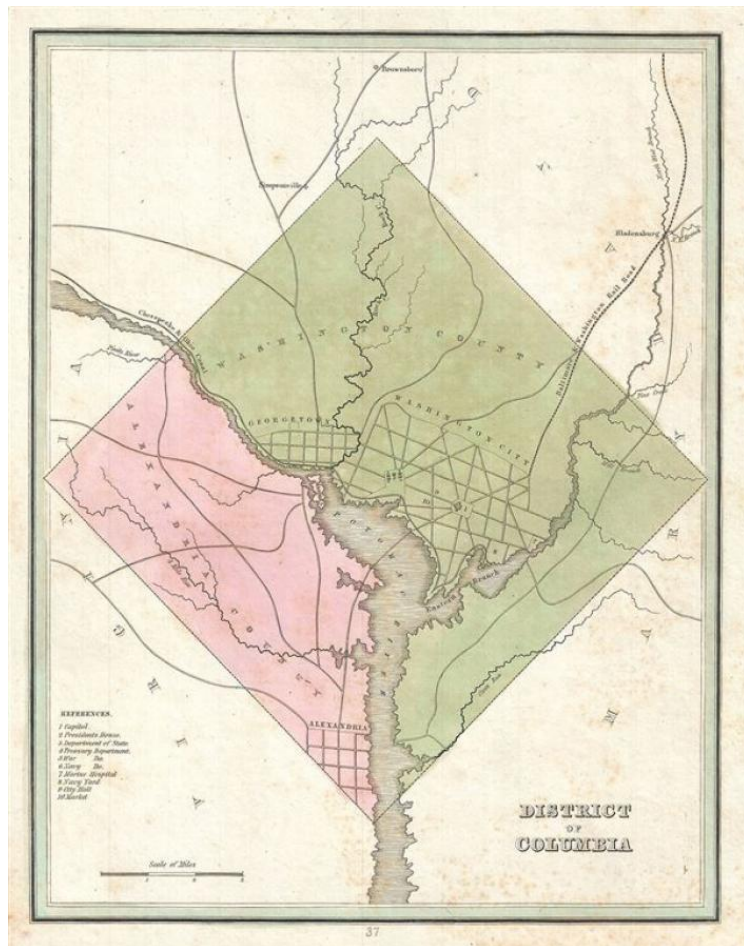
Mary Con

Mr. Addams

No.	Minister's Name	
1	Col. H. Singshugh	26 1/2
2	W. Lagan	10 1/2
3	W. H. Church Off.	10
4	Harry Pope	16
20	Roger Lindon	46 1/2
21	W. Dalton	19
31	Gen. Alcanader	19 1/2
41	Allen H. Home	22
46	John Carlyle	31
51	Wm. Ramsey	30
57	Law. Washington	31
58	Hon. Wm. Fairfax	35
62	Col. Geo. Fairfax	39
63	Col. Nath. Harrison	46
70	Nath. Chapman	56 1/2
77	Gen. Alcanader	20
82	John Alcanader	31
87	John Dalton	16
92	John Carlyle	16
97	Law. Washington	16
102	Wm. Ramsey	16
107	Henry Singshugh	16
113	Knights Rec.	31
119	Henry Talbot	23
120	John Hall	10 1/2
127	John Swanson	15
129	Joseph Normley Esq.	10
130	Charles Hamilton	10 1/2
135	James Stephens	11 1/2
138	George Maynard	16
140	William Maynard	11
142	William Maynard	7
149	Col. W. Singshugh	7
150	John Peyton	3
152	John Maynard	15
153	Augustine Washington	15
154	Ann West	12
155	Wm. Henry Secret	10
156	Deacon Smith	10
157	John Champe	31
158	George West	31
159	Knights West Just	31
160	Wm. Washington	A
Add for District		77 1/2

Sold for Pistoles 774





Federal District of Columbia



Occupied City, 1814

Slave Trade



VIEW OF A SECTION OF ALEXANDRIA, WITH A SLAVE SHIP RECEIVING HER CARGO OF SLAVES.



1853

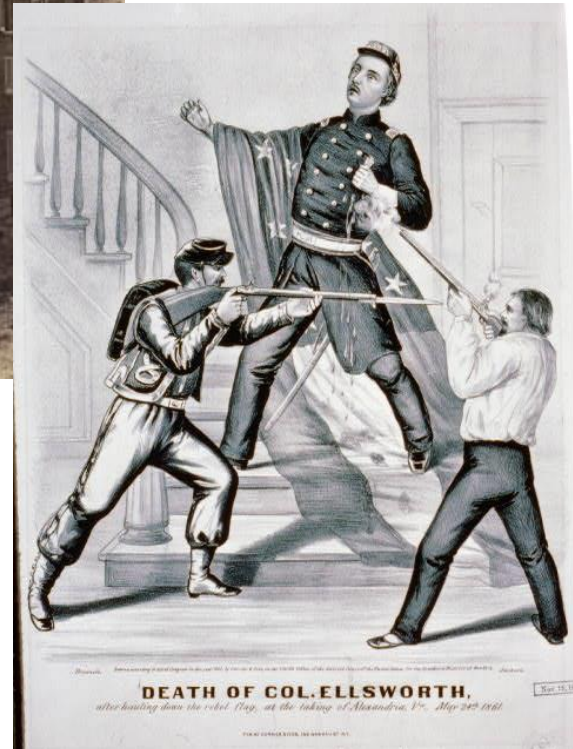


Drawn from nature & printed in colors by E. Sachse & Co. Baltimore Md.

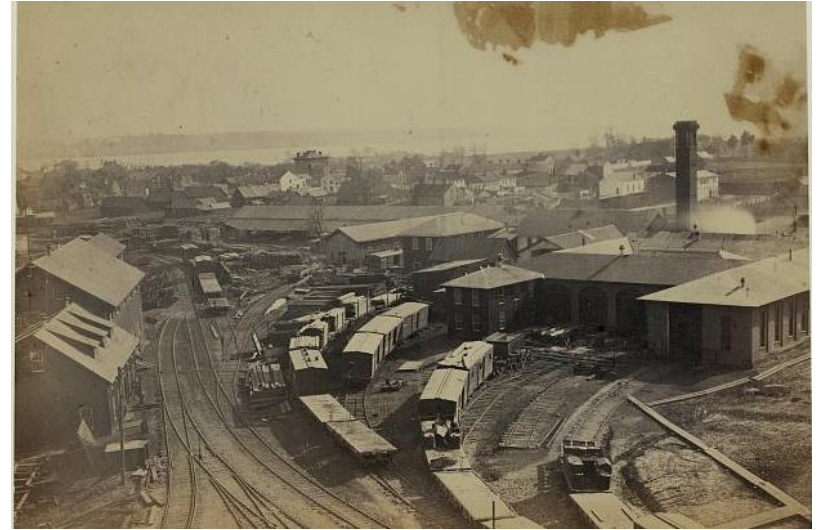
VIEW OF ALEXANDRIA VA.

Published by J.T. Palmatary

Civil War



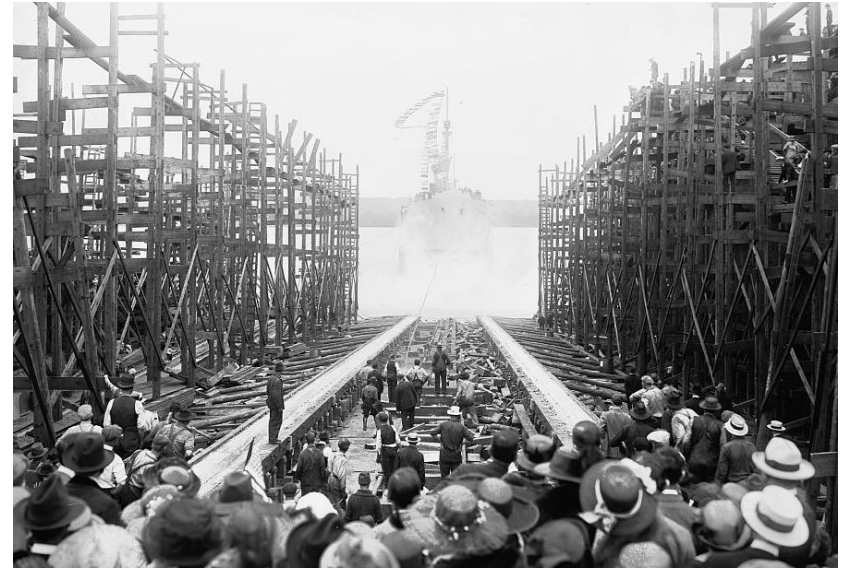
Union Occupied City



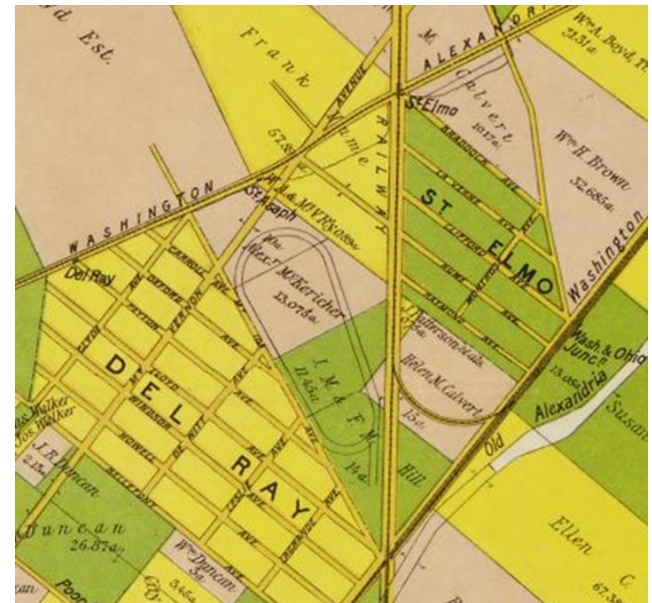
Civil War Legacy



Early 20th Century Industrialization



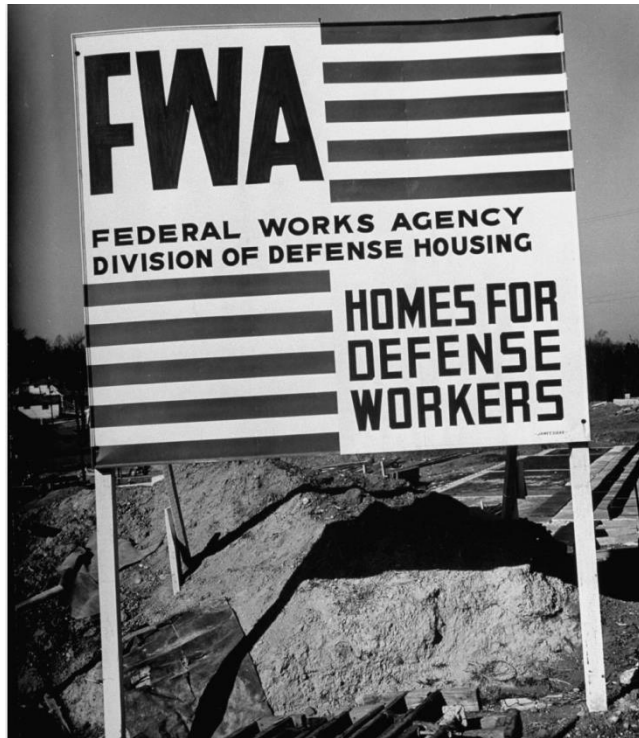
Streetcar Suburbs & Town of Potomac



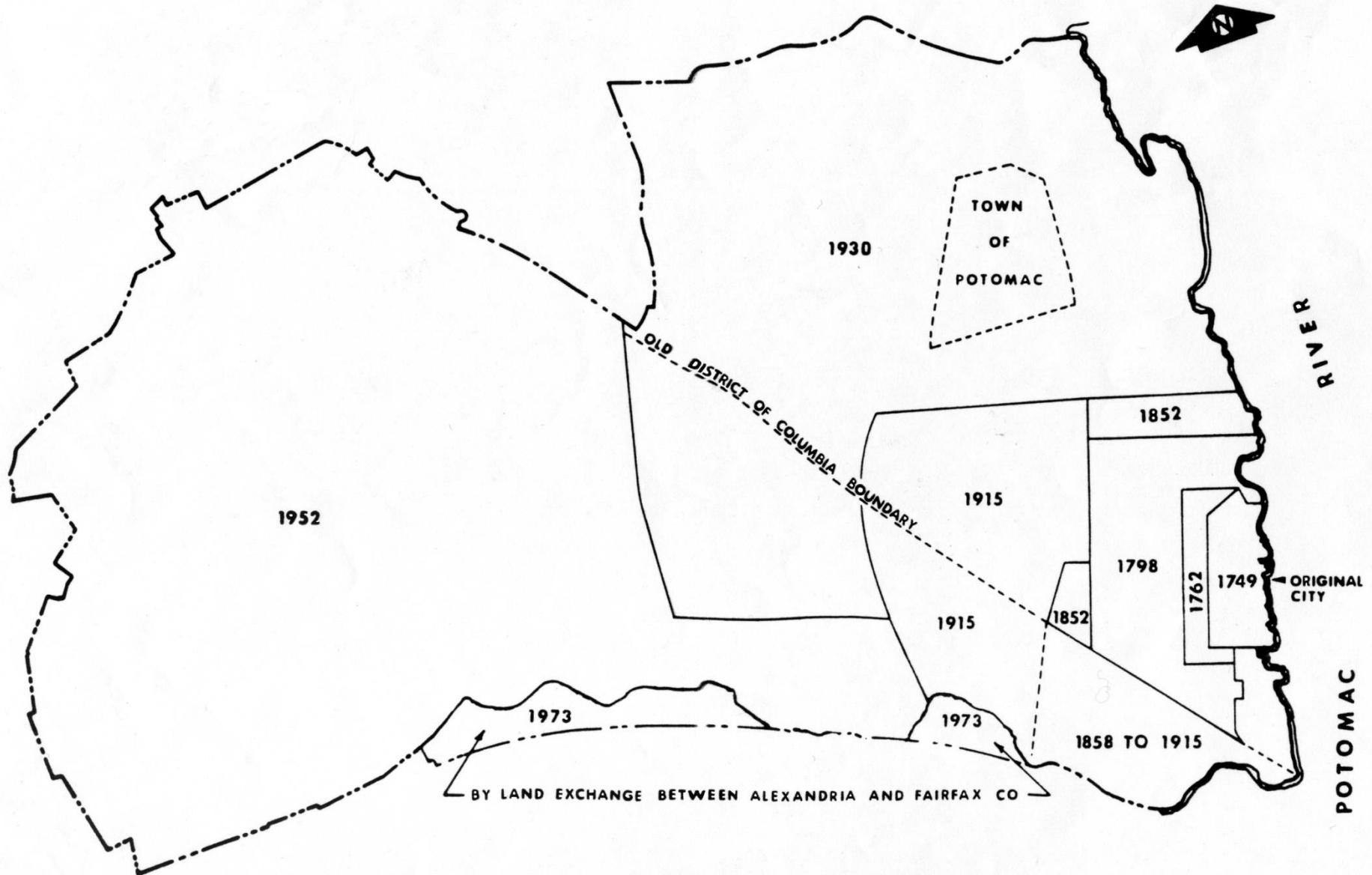
Alexandria Library Sit In, 1939



World War II



Annexation Map



GROWTH OF ALEXANDRIA BY ANNEXATION

West End Growth



Urban Renewal



Remember the Titans?



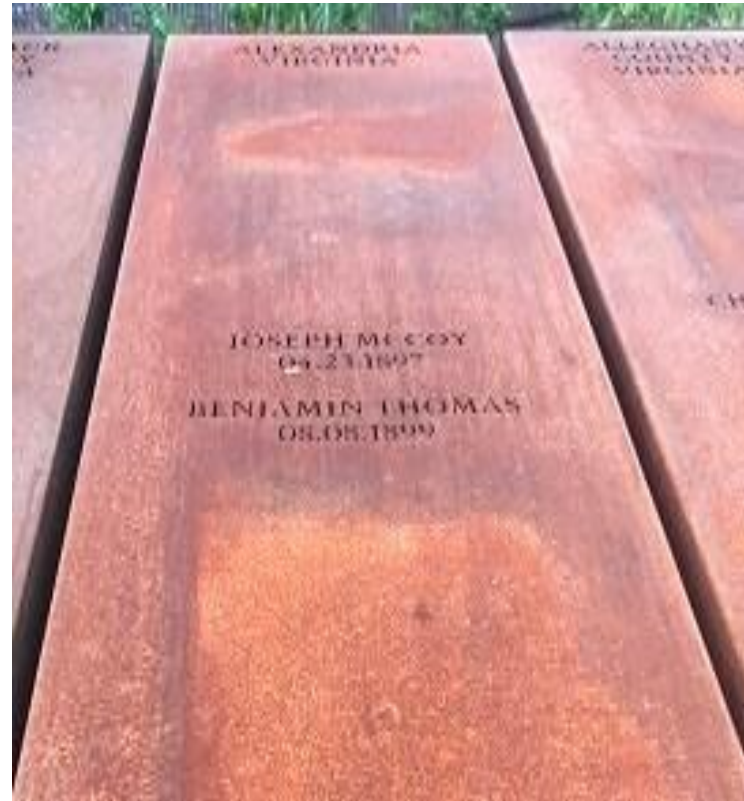
President Ford



Bicentennial



Correcting Our Understanding



Sharing Alexandria's History







Questions?

Office of Historic Alexandria

220 N. Washington St.

Alexandria, VA 22314

703.746.4554

www.alexandriava.gov/historic

Follow us on Facebook and Twitter!